

DUKE KIM

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EDUCATION

California State Polytechnic University, Pomona

Pomona, CA

B.S. in Marketing Management & Minor in Computer Information Systems

Dec 2026

- Relevant coursework: Digital Marketing, Marketing Research, Promotional Strategies, Consumer Behavior, Business Analytics, Management Information Systems

Fullerton College

Fullerton, CA

A.S. in Business Administration & Certificate in Economics

May 2024

EXPERIENCE

California State Polytechnic University, Pomona - Innovation Incubator

Pomona, CA

Digital Marketing Internship

Aug - Dec 2025

- Analyzed website and digital marketing performance to identify customer trends, engagement gaps, and areas for improvement.
- Developed a community-focused marketing strategy targeting 500+ students and local community members to increase brand awareness and website engagement.
- Presented data-driven recommendations to leadership and refined strategies based on feedback and business goals.

Hat and Beyond

Los Angeles, CA

Marketing Assistant

Jan 2020 - Apr 2021

- Supported social media content and marketing initiatives to promote products and brand awareness.
- Monitored customer feedback and shared insights to help improve customer experience and marketing efforts.

PROJECTS

Project DOLPHIN (Distributed Ocean Link Protocol Hybrid Intelligence Network)

Mar - May 2026

- Collaborated with a multidisciplinary team supporting the development of autonomous underwater vehicle (AUV) technology and networking systems
- Assisted with project coordination, stakeholder outreach, and communication efforts supporting project visibility and growth.

Poppi Marketing Campaign Analysis

Mar 2026

- Analyzed Poppi's Super Bowl marketing campaign through market research, target audience evaluation, and brand positioning analysis.

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

American Marketing Association (AMA) International Collegiate Conference

Chicago, IL

Marketing Competition Participant

Mar 2026

- Represented Cal Poly Pomona in a national marketing competition at the AMA International Collegiate Conference.
- Conducted market research and competitor analysis to develop and present strategic marketing recommendations.

American Marketing Association Cal Poly Pomona Chapter

Pomona, CA

Director of Multimedia & Administrative Officer

Aug 2025 - Present

- Create social media content and promotional materials supporting chapter engagement and recruitment efforts.
- Collaborate with executive board members to support recruitment initiatives and event marketing efforts.

SKILLS

Technical: Data Analysis, Microsoft Excel, PowerPoint, Word, Google Workspace, Canva, Adobe Photoshop

Marketing: Social Media Marketing, SEO, Market Research, Digital Marketing Analytics, Video Editing

Language: English (Native), Korean (Intermediate)

CERTIFICATIONS

Google Ads Search Certification, Google Ads Display Certification